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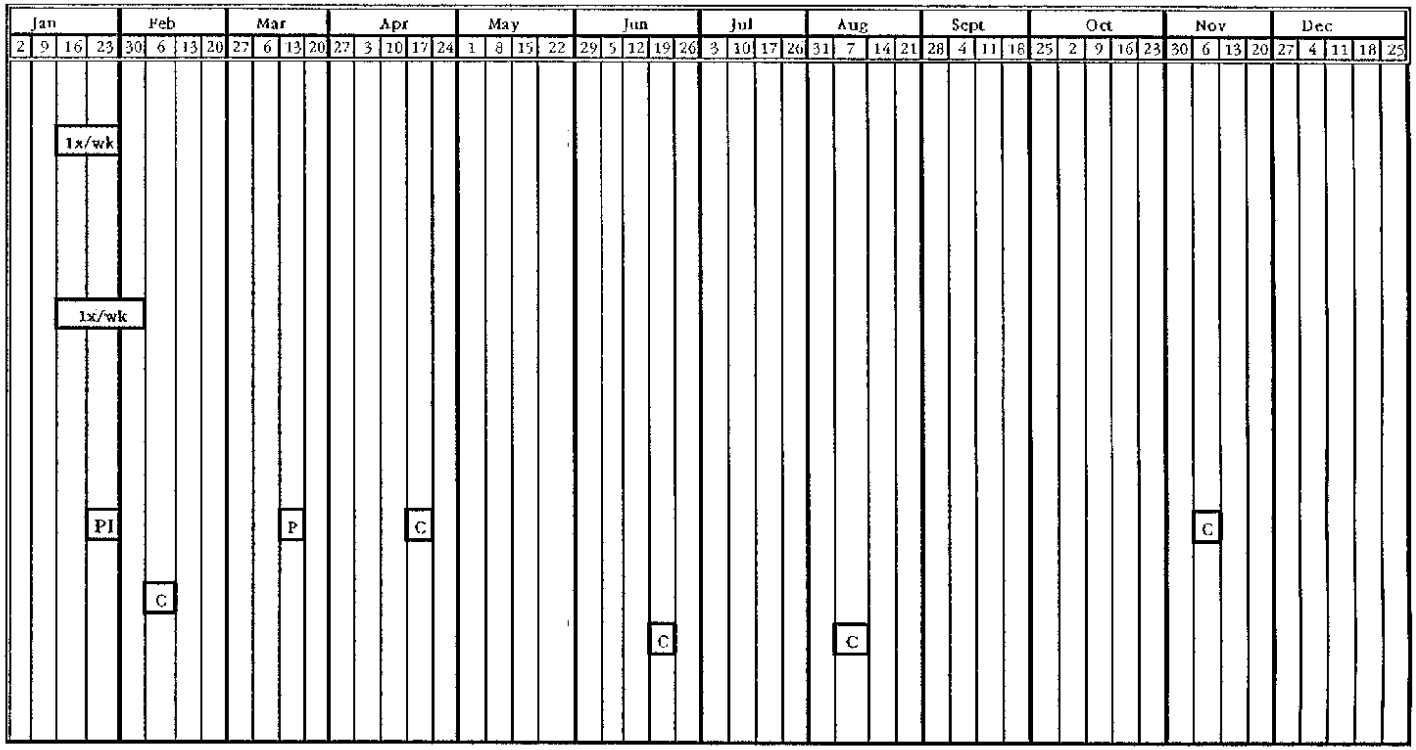
DAVE'S
NATIONAL MEDIA PLAN
NEWSPAPERS -REVISION VII
1995



	Total Cost $(000)
Newspapers (1/2 PB&W):	
2 Insertions in :	
- "A" County Markets	
- Top 25 ADIs	
- Sports Section	
- 49% U.S.	$873.7
3 Insertions in :	
- "B&C" County Markets	
- Top 26-50 ADIs	
- Sports Section	
- 19% U.S.	$564.4
Total Newspaper Plan	$1,438.1
Parade Magazine (Queen P4CB)	$1,040.3
FSI Coupons:	
FSI (P4C)	$298.0
FSI (1/2P4C)	$304.6
Grand Total:	$3,081.0

PI = Pre-Intro P = P4CB C = Coupon (FSI/Parade)

NEW1-13.XLS

Source: https://www.industrydocuments.ucsf.edu/docs/qyby0004